



U.S. Army 2005 MWR Leisure Needs Survey Results

**USAG Selfridge
Michigan**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 3,861 surveys were distributed at USAG Selfridge



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	3,351	1,152	81	7.03 %	±10.76%
Spouses of Active Duty	521	657	76	11.57 %	±10.39%
Civilian Employees	10,500	953	63	6.61 %	±12.31%
Retirees	3,467	1,099	207	18.84 %	±6.60%
Total	17,839	3,861	427	11.06 %	±4.69%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

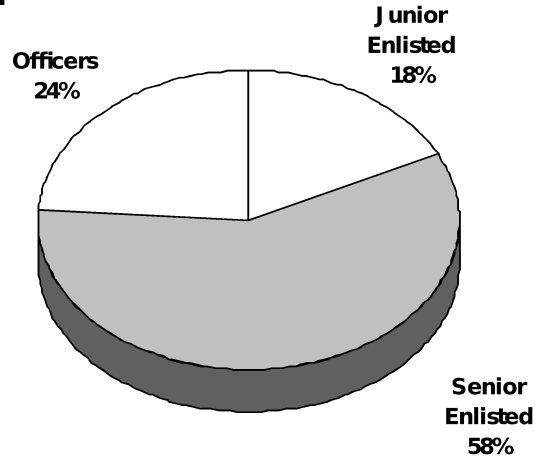
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

ACTIVE DUTY

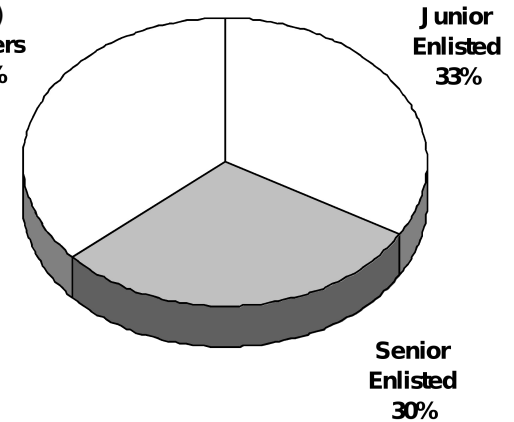
(n = 80)



SPOUSES OF ACTIVE DUTY

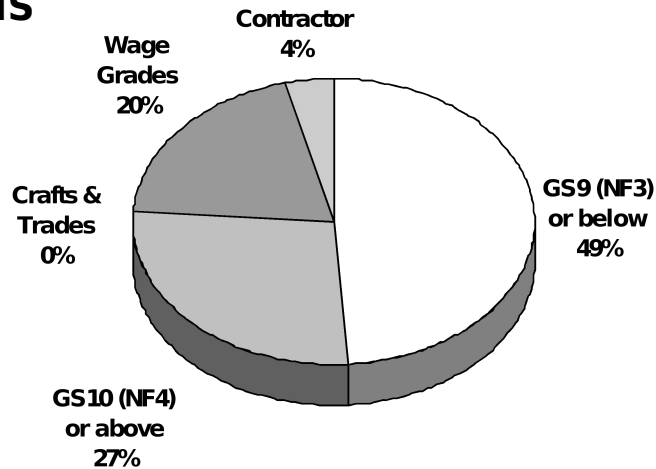
(n = 66)

Officers
37%



CIVILIANS

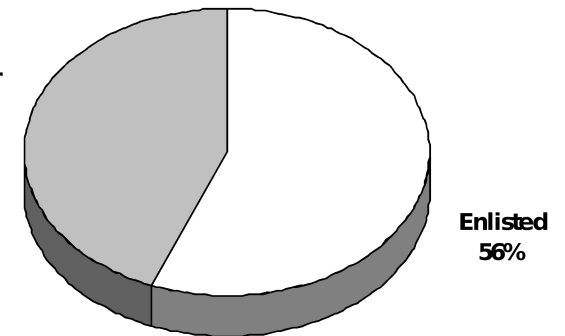
(n = 55)



RETIREEES

(n = 173)

Officer
44%



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT USAG SELFRIDGE

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MOST FREQUENTLY USED FACILITIES

Bowling Center	53%
Fitness Center/Gymnasium	52%
Bowling Food & Beverage	50%
Golf Course Food & Beverage	40%
Outdoor Recreation Center	39%

LEAST FREQUENTLY USED FACILITIES

Bowling Pro Shop	10%
Cabins & Campgrounds	10%
Multipurpose Sports/Tennis Courts	13%
Arts & Crafts Center	14%
Marinas	15%

MWR PROGRAMS & FACILITIES: SATISFACTION AT USAG SELFRIDGE*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

School Age Services	4.53
Youth Center	4.48
Child Development Center	4.43
Golf Course	4.41
Outdoor Recreation Center	4.38

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Bowling Center	3.79
Athletic Fields	3.84
Bowling Pro Shop	3.88
Golf Course Food & Beverage	3.92
Bowling Food & Beverage	3.92

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT USAG SELFRIDGE*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Child Development Center	4.52
Golf Course	4.43
Golf Course Pro Shop	4.39
Youth Center	4.36
School Age Services	4.36

FACILITIES WITH LOWEST QUALITY RATINGS*

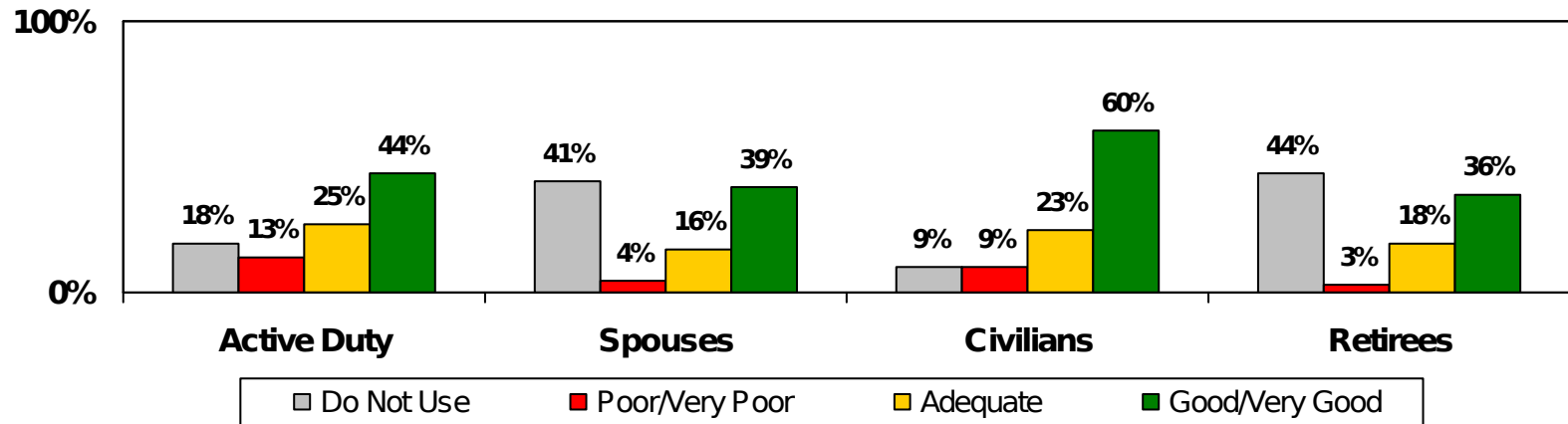
Athletic Fields	3.76
Marinas	3.77
Fitness Center/Gymnasium	3.81
Bowling Center	3.85
Bowling Food & Beverage	3.86

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

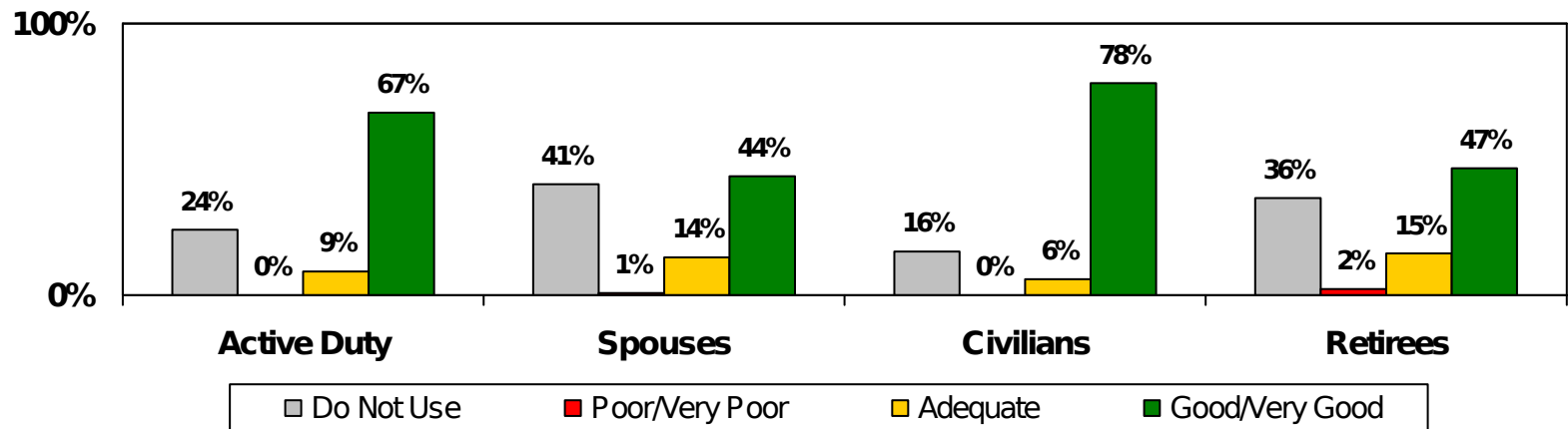
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



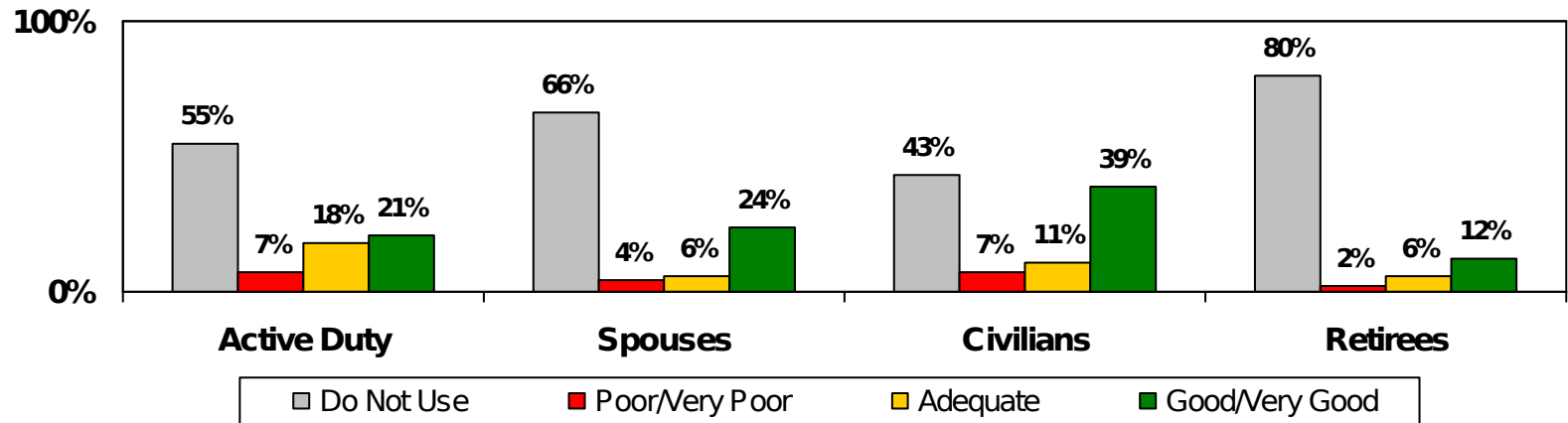
Quality of Off-Post Services



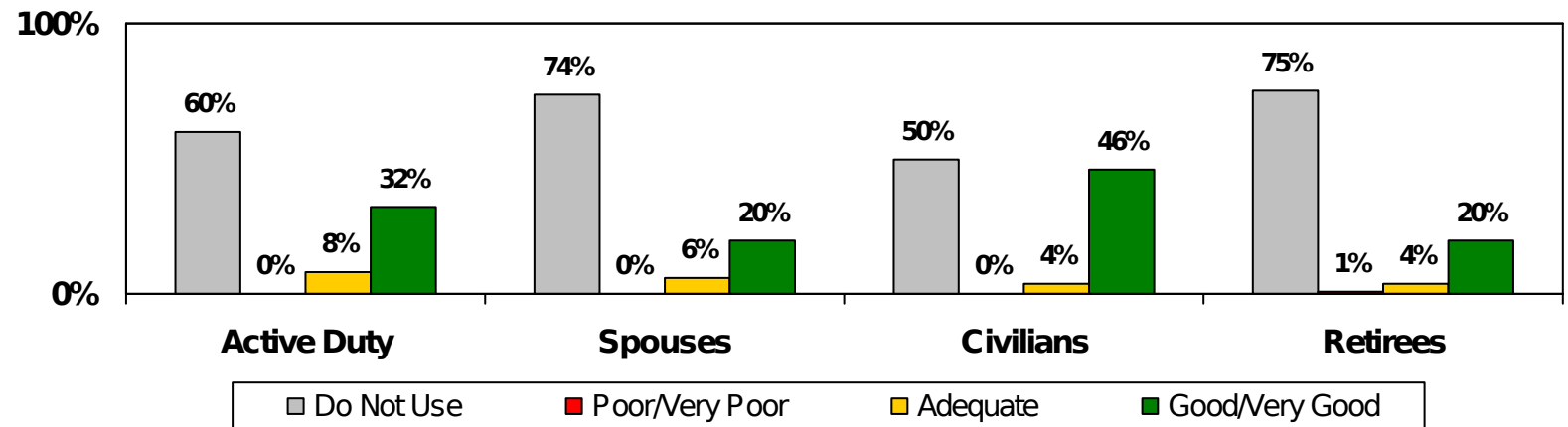
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



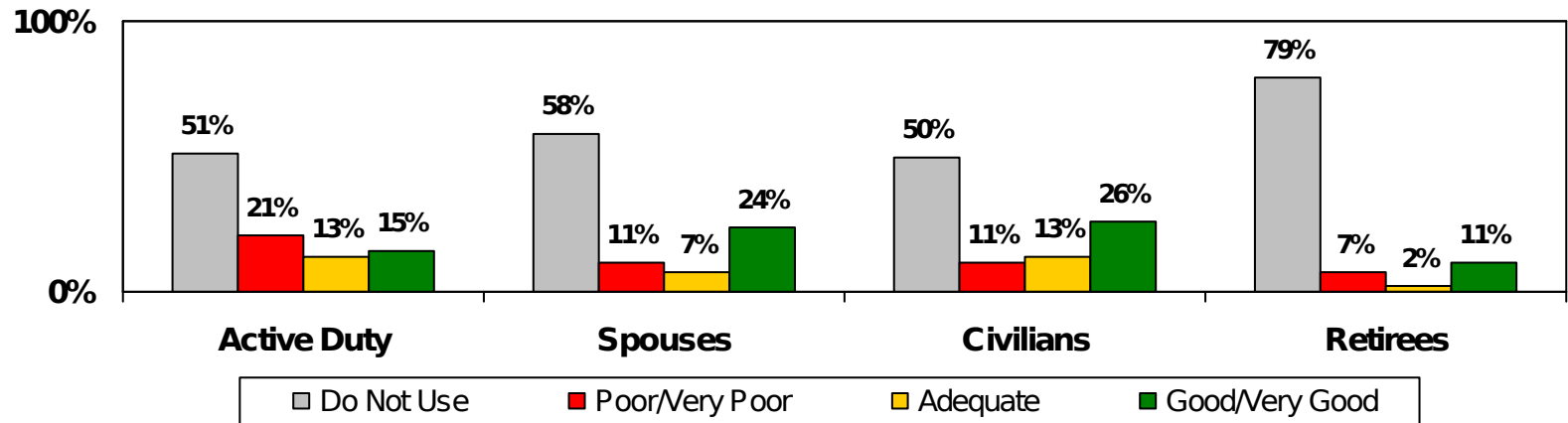
Quality of Off-Post Services



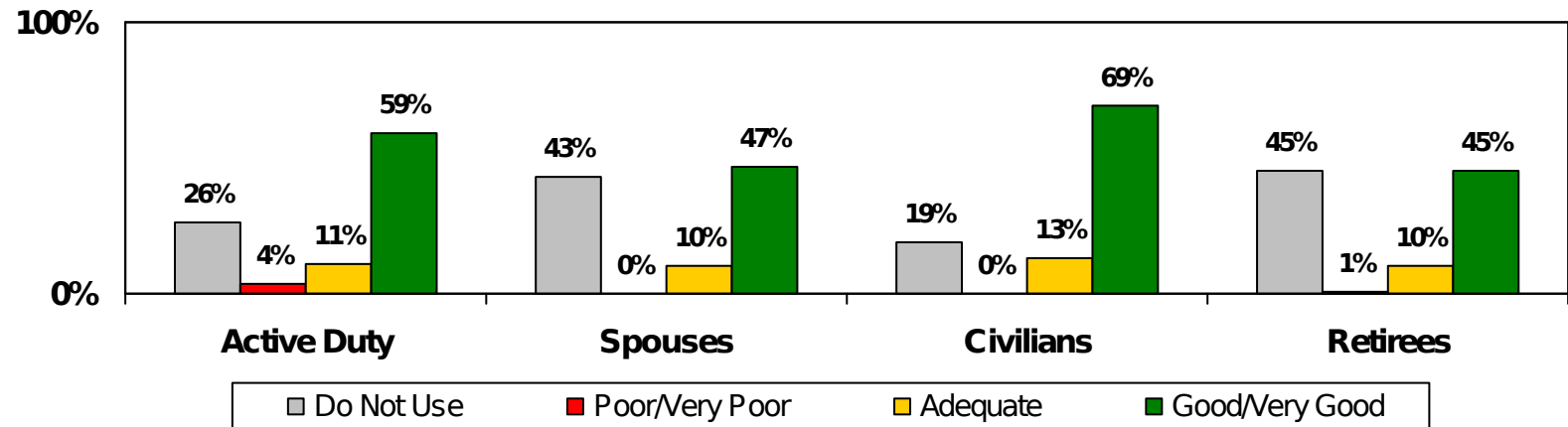
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

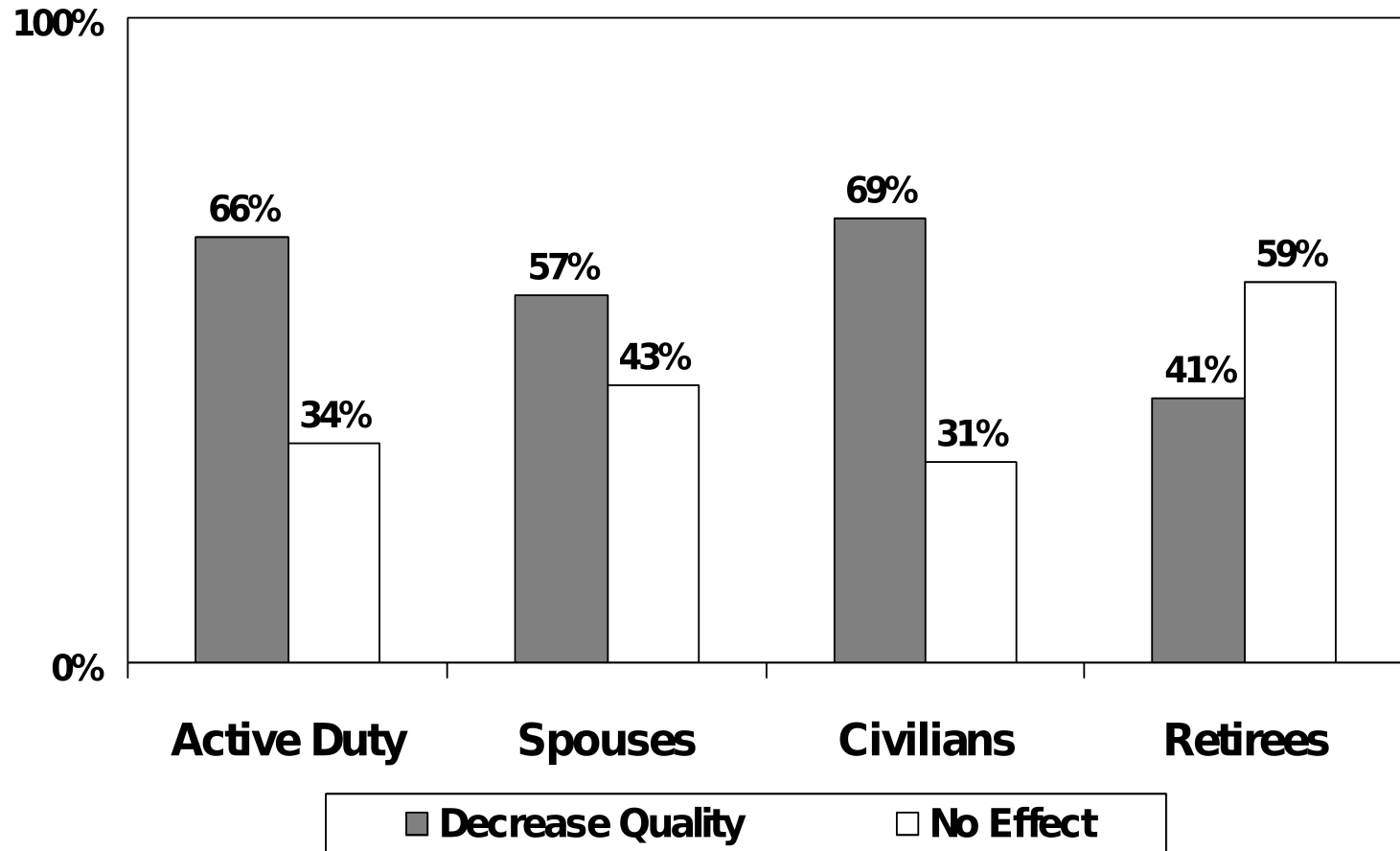


Quality of Off-Post Services



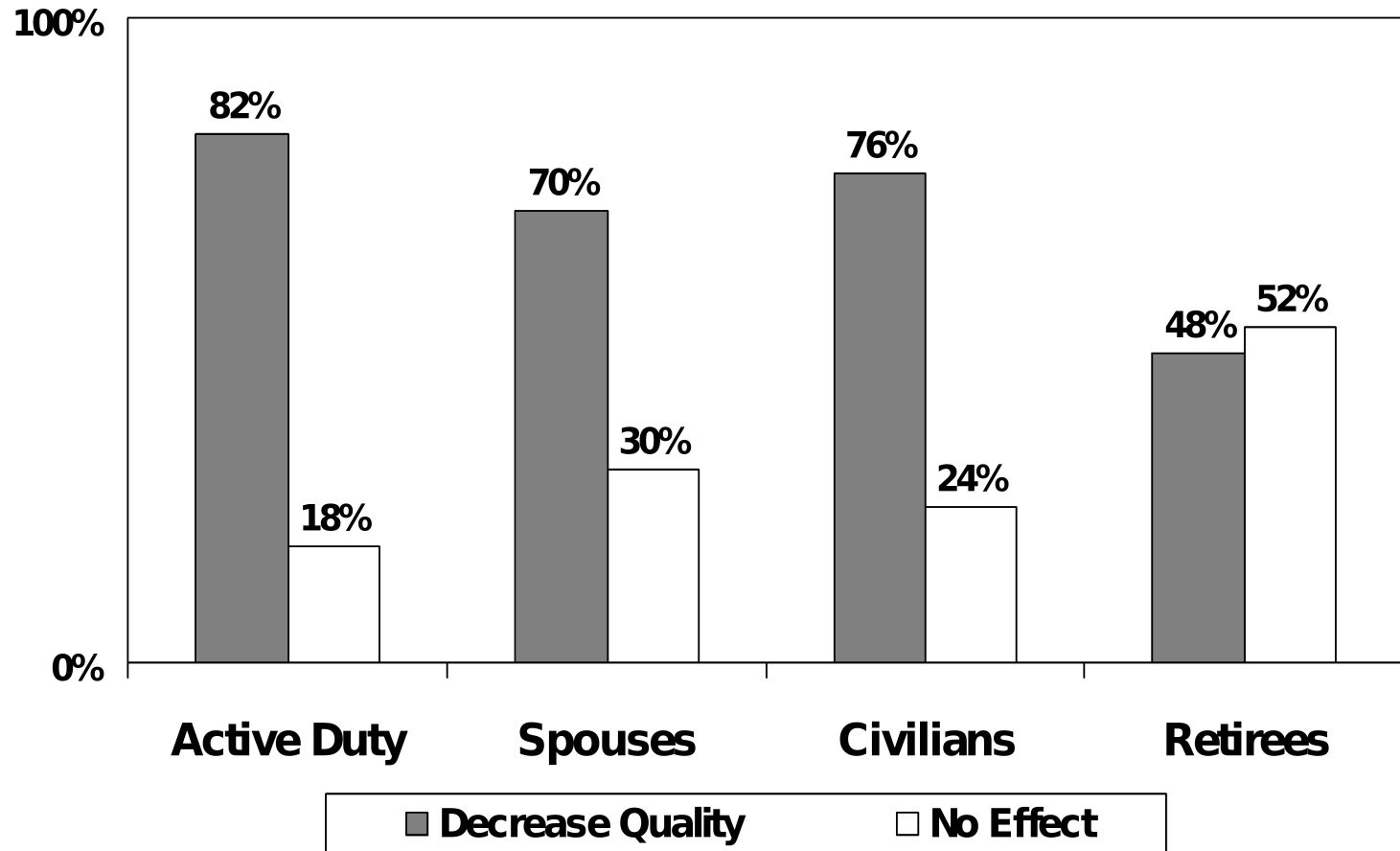
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	68%
Army Lodging	67%
Child Development Center	62%
Youth Center	52%
School Age Services	47%
Golf Course	45%
Library	44%

RV Park	66%
Car Wash	60%
Bowling Pro Shop	55%
Arts & Crafts Center	55%
Tennis Courts/Multi-Purpose Sports Cts.	43%
Cabins & Campgrounds	40%
Golf Course Pro Shop	37%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	23%	14%	32%	9%	25%
E-mail	53%	8%	44%	7%	38%
Friends and neighbors	27%	26%	35%	17%	30%
Family Readiness Groups (FRGs)	10%	12%	4%	2%	5%
Bulletin boards on post	33%	23%	49%	18%	39%
Post newspaper	28%	22%	25%	10%	22%
MWR publications	35%	22%	49%	22%	41%
Radio	0%	3%	0%	2%	0%
Television	6%	18%	11%	3%	9%
My child(ren) let(s) me know	4%	1%	4%	1%	3%
Other unit members or co-workers	44%	14%	46%	3%	37%
Unit or post commander or supervisor	25%	4%	12%	1%	13%
Marquees/billboards	19%	11%	25%	7%	20%
Flyers	29%	32%	54%	18%	42%
Other	5%	23%	5%	17%	8%
I never hear anything	4%	18%	0%	31%	7%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	92%	90%
Better Opportunities for Single Soldiers	67%	N/A
Army Community Service	64%	48%
MWR Programs and Services	90%	77%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	38%	94%	6%
Outreach programs	33%	80%	20%
Family Readiness Groups	52%	100%	0%
Relocation Readiness Program	56%	91%	9%
Family Advocacy Program	48%	83%	17%
Crisis intervention	38%	88%	13%
Money management classes, budgeting assistance	47%	100%	0%
Financial counseling, including tax assistance	49%	100%	0%
Consumer information	14%	100%	0%
Employment Readiness Program	28%	90%	10%
Foster child care	10%	100%	0%
Exceptional Family Member Program	26%	78%	22%
Army Family Team Building	19%	100%	0%
Army Family Action Plan	14%	100%	0%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL†
Information and Referral	47%	72%	28%
Outreach programs	41%	43%	57%
Family Readiness Groups	59%	81%	19%
Relocation Readiness Program	55%	88%	13%
Family Advocacy Program	47%	67%	33%
Crisis intervention	32%	25%	75%
Money management classes, budgeting assistance	45%	60%	40%
Financial counseling, including tax assistance	41%	55%	45%
Consumer information	21%	71%	29%
Employment Readiness Program	40%	70%	30%
Foster child care	12%	33%	67%
Exceptional Family Member Program	41%	60%	40%
Army Family Team Building	34%	64%	36%
Army Family Action Plan	23%	60%	40%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	67%	50%
Personal job performance/readiness	57%	56%
Unit cohesion and teamwork	59%	57%
Unit readiness	66%	54%
Relationship with my spouse	52%	42%
Relationship with my children	54%	45%
My family's adjustment to Army life	59%	58%
Family preparedness for deployments	66%	55%
Ability to manage my finances	51%	36%
Feeling that I am part of the military community	61%	57%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	91%	88%
Helps minimize lost duty/work time due to lack of child care/youth services	100%	88%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	75%
Allows me to work outside my home	86%	93%
Allows me to work at home	58%	60%
Offers me an employment opportunity within the CYS program	50%	67%
Allows me/my spouse to better concentrate on my/our job(s)	80%	80%
Provides positive growth and development opportunities for my children	95%	90%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	83%
Personal job performance/readiness	83%
Unit cohesion and teamwork	67%
Unit readiness	67%
Ability to manage my finances	67%
Feeling that I am part of the military community	67%
Relationship with my children (single parents)	67%
My family's adjustment to Army life (single parents)	60%
Family preparedness for deployments (single parents)	60%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	84%
Going to movie theaters	73%
Entertaining guests at home	65%
Internet access/applications (home)	61%
Going to beaches/lakes	45%
Walking	43%
Special family events	41%
Plays/shows/concerts	39%
Gardening	39%
Festivals/events	38%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	76%
Entertaining guests at home	73%
Going to movie theaters	71%
Internet access/applications (home)	65%
Special family events	57%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	90%
Going to movie theaters	81%
Entertaining guests at home	65%
Internet access/applications (home)	60%
Going to beaches/lakes	46%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	71%
Internet access/applications (home)	71%
Entertaining guests at home	70%
Going to movie theaters	67%
Going to beaches/lakes	50%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	75%
Entertaining guests at home	61%
Internet access/applications (home)	52%
Going to movie theaters	50%
Walking	48%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	18%
Basketball	18%
Volleyball	12%
Touch/flag football	12%
Self-directed sports tournaments	10%

Outdoor Recreation

Going to beaches/lakes	45%
Picnicking	33%
Fishing	28%
Bicycle riding/mountain biking	28%
Camping/hiking/backpacking	25%

Social

Entertaining guests at home	65%
Special family events	41%
Dancing	34%
Night clubs/lounges	31%
Happy hour/social hour	28%

Sports and Fitness

Walking	43%
Cardiovascular equipment	38%
Running/jogging	35%
Bowling	33%
Weight/strength training	28%

Entertainment

Watching TV, videotapes, and DVDs	84%
Going to movie theaters	73%
Plays/shows/concerts	39%
Festivals/events	38%
Attending sports events	36%

Special Interests

Internet access/applications (home)	61%
Gardening	39%
Digital photography	28%
Automotive maintenance & repair	28%
Computer games	27%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	32%	N/A	32%
Internet access (library)	26%	N/A	26%
Multi-media (videos, DVDs, CDs)	25%	N/A	25%
Bowling	21%	11%	33%
Cardiovascular equipment	21%	18%	38%
Study/self development	20%	N/A	20%
Reference/research services	20%	N/A	20%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

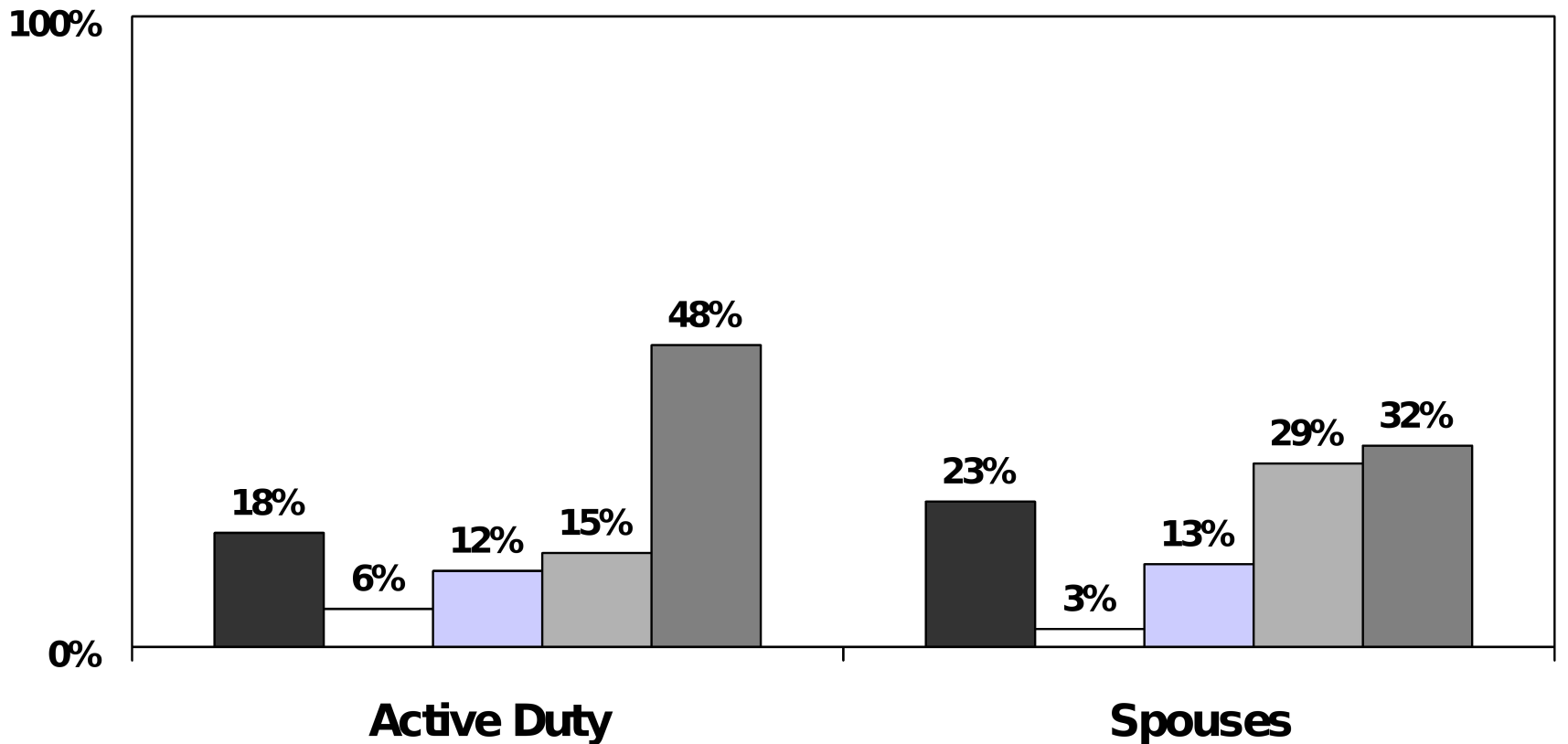
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	10%	2%	49%	61%
Gardening	3%	1%	34%	39%
Digital photography	5%	2%	21%	28%
Automotive maintenance & repair	10%	6%	12%	28%
Computer games	2%	0%	25%	27%
Automotive detailing/washing	4%	11%	11%	26%
Trips/touring	3%	15%	0%	18%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

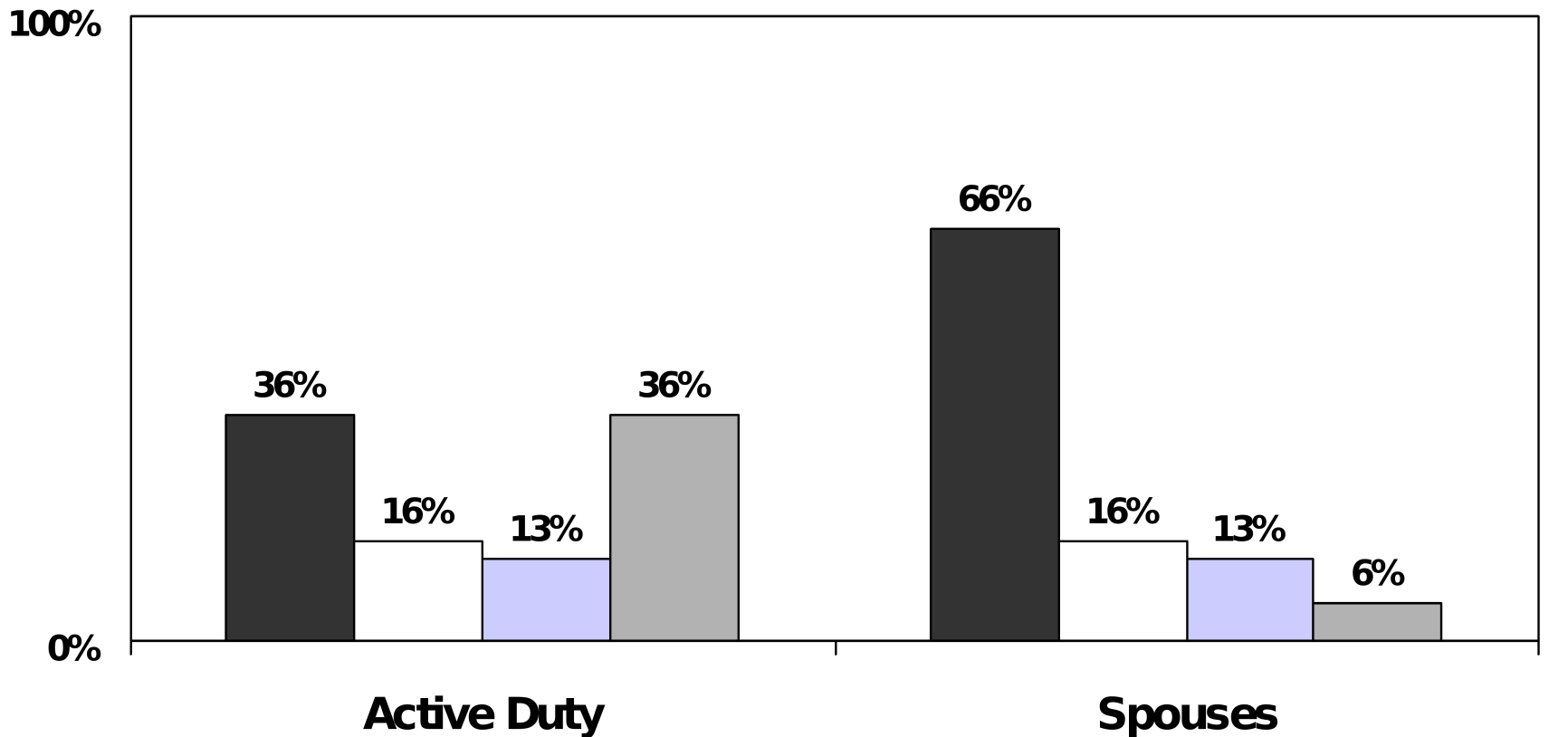
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

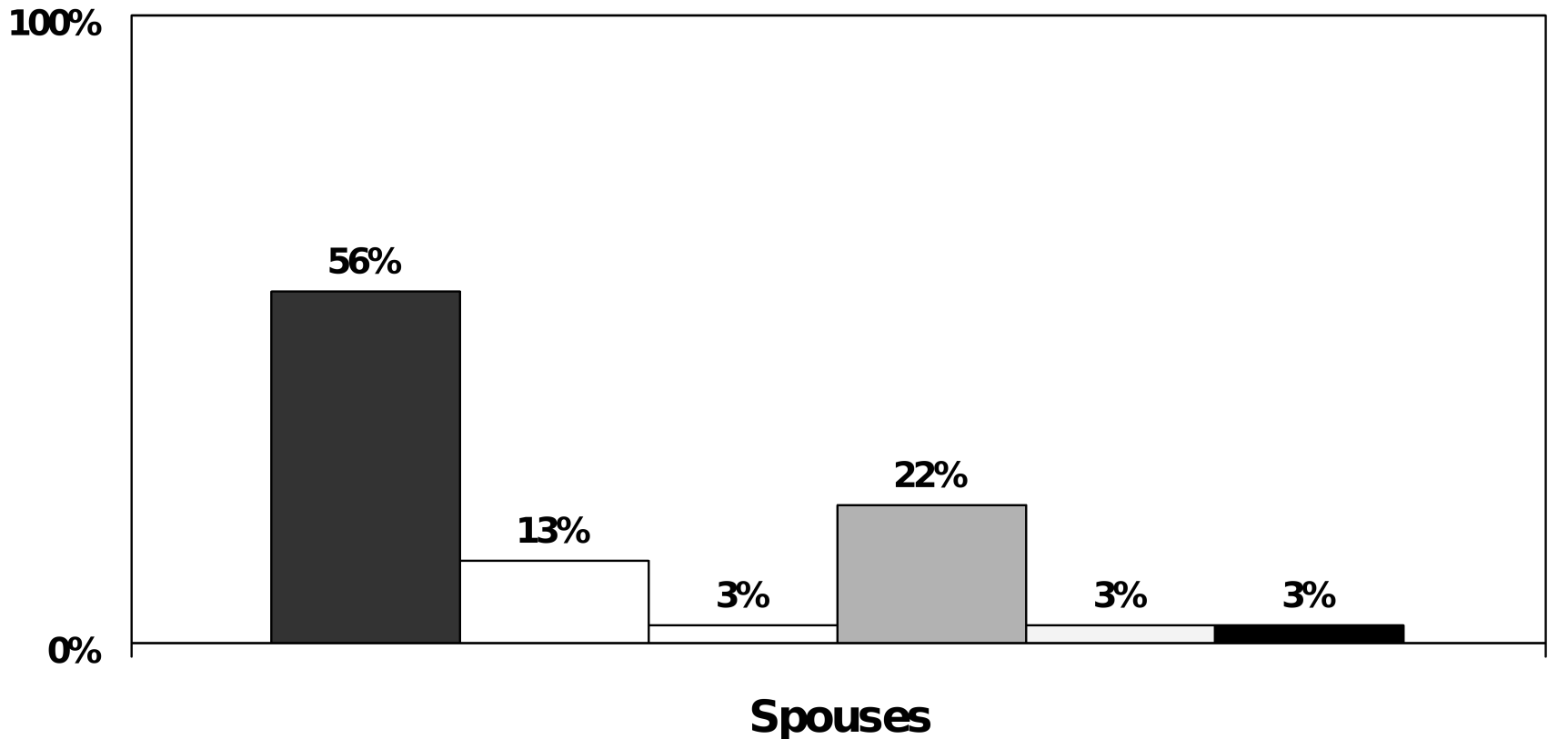
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■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	0%
Probably will not make military a career	7%
Undecided	11%
Probably will make military a career	17%
Definitely will make military a career	66%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	18%
Not Sure	23%
Yes	59%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)